

## CLAIMS

I/We claim:

- [c1]            1.     A computer-based method for identifying a product relating to a web page, the method comprising:  
                 providing a plurality of queries submitted by users of a web site, each query having a popularity;  
                 receiving content of the web page;  
                 identifying provided queries that match phrases in the content;  
                 selecting an identified query based on its popularity; and  
                 submitting the selected query to a product search engine to identify a product that is related to the selected query.
- [c2]            2.     The method of claim 1 including selecting the product based on experience-based relevance of the product to the selected query.
- [c3]            3.     The method of claim 1 wherein experience-based relevance recognition is based on interactions of users with results of similar queries.
- [c4]            4.     The method of claim 1 including selecting product data for the selected product.
- [c5]            5.     The method of claim 1 wherein the content is an article of the web page.
- [c6]            6.     The method of claim 1 wherein the content is a headline of the web page.
- [c7]            7.     The method of claim 1 wherein the web page represents a web log.

[c8] 8. The method of claim 1 wherein the web page contains an instant messaging message.

[c9] 9. The method of claim 1 wherein the content is provided by an associate of a vendor web site that sells products.

[c10] 10. The method of claim 9 wherein the associate is compensated based on a user purchase of an advertised product.

[c11] 11. A computer-based method for identifying a product to be associated with content, the method comprising:  
providing a plurality of queries;  
identifying a query from the plurality of queries based on its relevance to the content and its popularity; and  
selecting a product that matches the identified query as the product to be associated with the content.

[c12] 12. The method of claim 11 wherein the plurality of queries correspond to queries submitted by users.

[c13] 13. The method of claim 11 wherein the relevance of a query to the content is based on matching phrases in the content to queries.

[c14] 14. The method of claim 11 wherein the identifying of queries selects a relevant query that is most popular.

[c15] 15. The method of claim 11 wherein the selecting of a product includes:  
identifying products that match the identified query;  
ranking the identified products based on the experience of users who accessed results of similar queries; and

selecting a high-ranking product as the product that matches the identified query.

[c16] 16. The method of claim 11 wherein the content is related to an article.

[c17] 17. The method of claim 16 wherein the content is a headline of the article.

[c18] 18. The method of claim 16 wherein the content is a body of the article.

[c19] 19. The method of claim 16 wherein the content is a portion of a body of the article.

[c20] 20. The method of claim 11 wherein the content is a web log.

[c21] 21. The method of claim 11 wherein the content is an instant messaging message.

[c22] 22. The method of claim 11 wherein the content is a portion of a dynamically generated web page.

[c23] 23. The method of claim 11 wherein the content is provided by an associate of a vendor web site that sells products.

[c24] 24. The method of claim 23 including providing to the associate an advertisement for the selected product.

[c25] 25. The method of claim 24 wherein the associate is compensated based on a user purchase of the selected product.

[c26] 26. A method in a computer system for providing information relating to content, the method comprising:

sending content to a web service, the web service for providing a plurality of queries, for identifying a query from the plurality of queries that is related to the sent content, and for selecting a product that matches the identified query as the product to be associated with the content; receiving information relating to the product associated with the content; and  
displaying the content and the received information.

[c27] 27. The method of claim 26 wherein the identifying of a query is based on popularity of the query.

[c28] 28. The method of claim 26 wherein the received information is product data.

[c29] 29. The method of claim 26 wherein the received information is an advertisement.

[c30] 30. The method of claim 26 wherein the web service is provided by a vendor and the content is provided by an associate of the vendor.

[c31] 31. A computer-readable medium containing a data structure comprising:

a plurality of queries submitted by users of a web site; and  
for each of the plurality of queries, an indication of the popularity of the query among the users.

[c32] 32. The computer-readable medium of claim 31 wherein the popularity of a query is based on when users purchase a product identified by results of the query.

[c33] 33. The computer-readable medium of claim 31 wherein the popularity of a query is based on when users request information on a product identified by results of the query.

[c34] 34. The computer-readable medium of claim 31 wherein the data structure is a hash table.

[c35] 35. The computer-readable medium of claim 31 wherein the data structure is a B-tree.

[c36] 36. The computer-readable medium of claim 31 wherein the data structure is recreated on a periodic basis based on queries recently submitted by users.

[c37] 37. The computer-readable medium of claim 31 wherein the data structure is updated as users submit new queries.

[c38] 38. A computer system for providing a query relating to content, comprising:

a popularity-based query table containing queries submitted by users and indications of the popularity of the queries among users;

a component that identifies queries of the popularity-based query table that match the content; and

a component that selects an identified query based on its popularity as indicated by the popularity-based query table.

[c39] 39. The computer system of claim 38 including a component that submits the selected query to a query engine to identify information relating to the content.

[c40] 40. The computer system of claim 39 wherein the query engine is experience-based.

[c41] 41. The computer system of claim 39 wherein the information is product data.

[c42] 42. The computer system of claim 38 wherein the content is received from an associate of a vendor's web site.

[c43] 43. The computer system of claim 38 wherein the identifying of queries includes identifying the longest phrases of the content that match a query.

[c44] 44. The computer system of claim 38 wherein the popularity of a query is based on when users purchase the product identified by results of the query.

[c45] 45. The computer system of claim 38 wherein the popularity of a query is based on when users request information on a product identified by results of the query.

[c46] 46. The computer system of claim 38 wherein the queries are submitted by users of a web site.

[c47] 47. A computer-readable medium containing instructions for controlling a computer system to provide product data by a method comprising:

generating a popularity-based query table containing queries submitted by users of a vendor's web site and indications of the popularity of the queries among the users;  
receiving content from an associate of the vendor's web site;  
identifying queries of the popularity-based query table that match the received content;  
selecting an identified query based on its popularity as indicated by the popularity-based query table;  
executing the selected query to identify products that match the query;  
retrieving product data associated with an identified product; and  
sending the retrieved product data to the associate.

[c48]            48.    The computer-readable medium of claim 47 wherein the executing of the selected query is performed by an experience-based query engine.

[c49]            49.    The computer-readable medium of claim 47 wherein the identifying of queries includes identifying the longest phrases of the received content that match a query.

[c50]            50.    The computer-readable medium of claim 47 wherein the popularity of a query is based on when users purchase a product identified by results of the query.

[c51]            51.    The computer-readable medium of claim 47 wherein the popularity of a query is based on when users request information on a product identified by results of the query.

[c52]            52.    The computer-readable medium of claim 47 wherein the products are offered for sale by the vendor.

[c53] 53. The computer-readable medium of claim 47 wherein the content is derived from a web page to be served by the associate.

[c54] 54. The computer-readable medium of claim 53 wherein the associate is compensated by the vendor when a user to whom the web page is served purchases the product from the vendor.

[c55] 55. A computer system for identifying products related to content, comprising:

- means for providing a popularity-based query table;
- means for receiving a request to identify products related to content;
- means for selecting a query from the popularity-based query table;
- means for identifying products that match the query; and
- means for providing the identified products in response to receiving the request.

[c56] 56. A method in a computer system of a vendor for providing product data relating to content provided by an associate of the vendor, the method comprising:

- receiving from the associate a request for product data for a product relating to content;
- identifying a query that matches the content;
- executing the identified query to identify a product that matches the query;
- retrieving product data relating to the product that matches the query; and
- sending to the associate the retrieved product data.

[c57] 57. The method of claim 56 wherein the query is identified based on the popularity of queries among users.



[c58]            58.    The method of claim 56 wherein the query is not identified based on the popularity of queries among users.

[c59]            59.    The method of claim 56 wherein the method is provided as a web service of the vendor.

[c60]            60.    The method of claim 56 wherein the product data is an advertisement for a product sold by the vendor.